



YVES SAINT LAURENT  
RETAIL DESIGN



# INTRODUCTION

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Saint Laurent in his studio.

*Yves Henri Donat Mathieu-Saint-Laurent*, born in 1936 in Oran, Algeria, moved to Paris at the age of 17, where he enrolled at the Chambre Syndicale de la Haute Couture. But it all started at early age.

He would use scraps of his mother's clothes to create miniature couture ensembles for paper dolls, and stage fashion shows with these dolls for his siblings and their friends. He would even go so far as to create elaborate invitations for the invitees. As he grew older, Saint Laurent moved from designing ensembles for paper dolls to dreaming up dresses for his mother and sisters.

# Saint Laurent

RESORT 2023



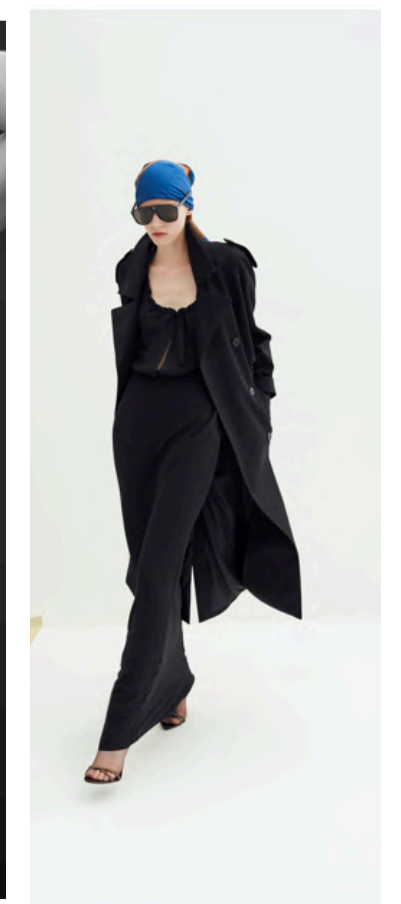
# RESORT 2023 COLLECTION

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Anthony Vaccarello chose a palette that's the definition of classic —ivory, sand, gold, earth brown, and black, with the occasional splashes of blue, burnt orange, blush pink, and tons of substantial dark shades. All worn with elegant spike-heeled slingbacks or diamanté ankle strap sandals.

The *Resort 2023 collection*, had all the YSL characteristics, adjusted with Vaccarello's touch.

Previous classical pieces was reinvented into tiny dresses and bodysuits. This collection has Vaccarello's very distinctly personal spin: gorgeously frothy chiffon dresses, with flouncing hems come with cabans embellished with blowsy blooms, or beaten-up leather bomber jackets. It reflects heritage, tradition, and craft.



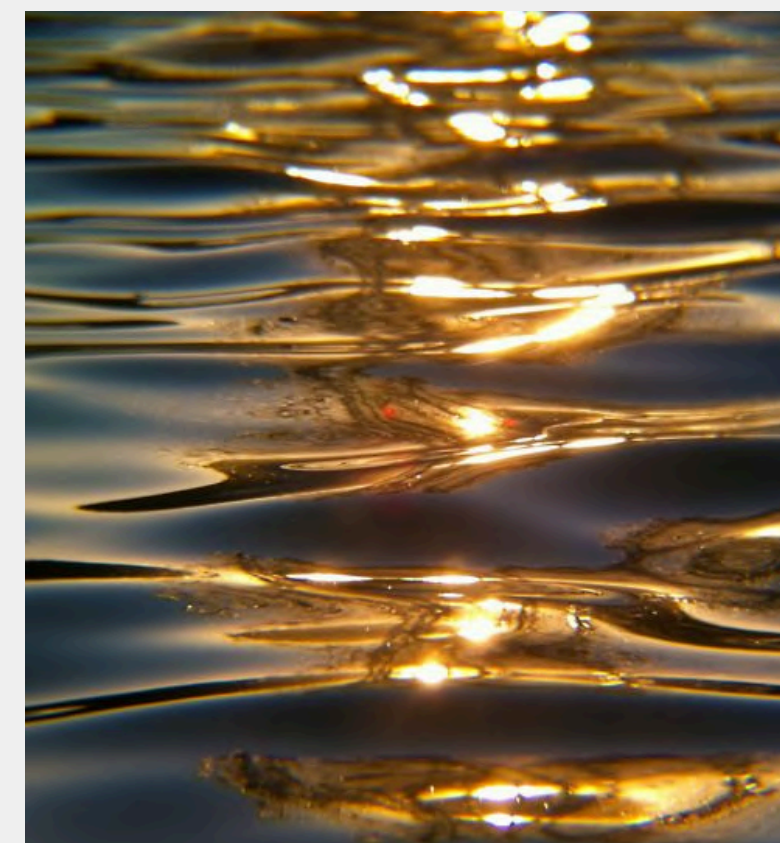
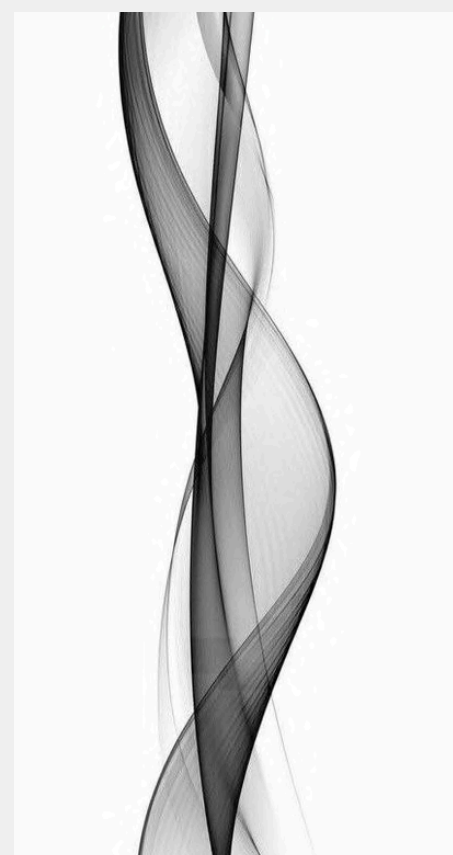
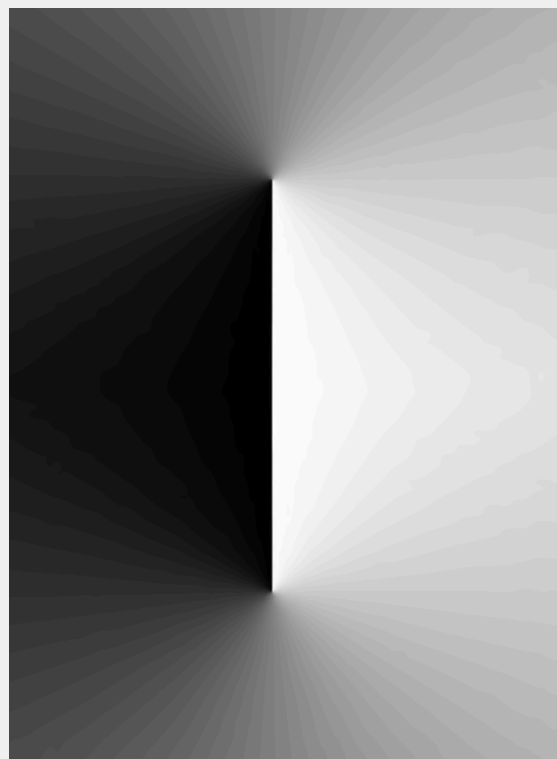
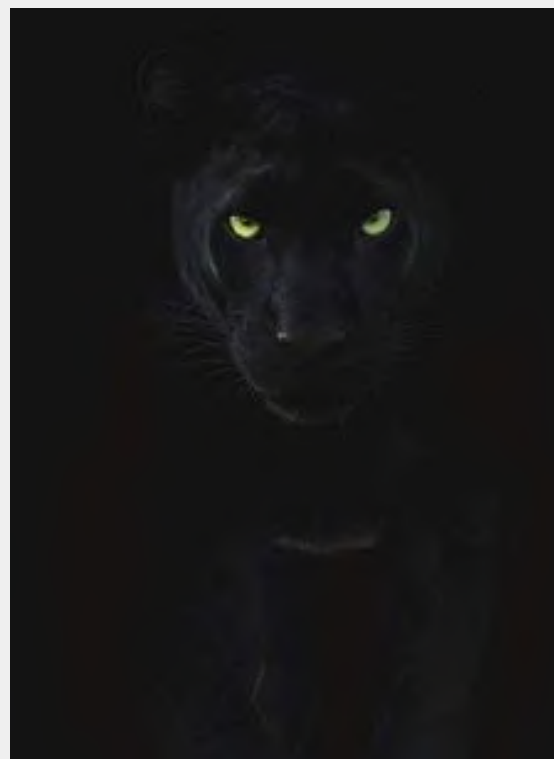
# DESIGN STATEMENT

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YSL is an iconic and visionary brand that, since its inception, has placed women as free, independent, strong, and sophisticated individuals in its focus, giving her qualities that were previously attributed exclusively to the male gender. This attitude represents the conceptual framework of the selected spring-summer 2023 collection called "Resort 2023", which we decided to represent in our window display of the brand store. Through the design, we plan to implement the idea of permeating the male and female world through a female mannequin wearing only a skirt from the mentioned collection in a sitting pose typical for men. Its environment will represent the characteristics of the brand itself in the form of style, color, materials, textures, and, of course, the indispensable well-known logo.

# MOOD BOARD

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# CONCEPT BOARD WINDOW DISPLAY

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*Drawing inspiration from  
masculine attire and making  
it more feminine*



# CHOSEN PIECES WINDOW DISPLAY

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1



**CHOSEN PIECES**  
**WINDOW**  
**DISPLAY**

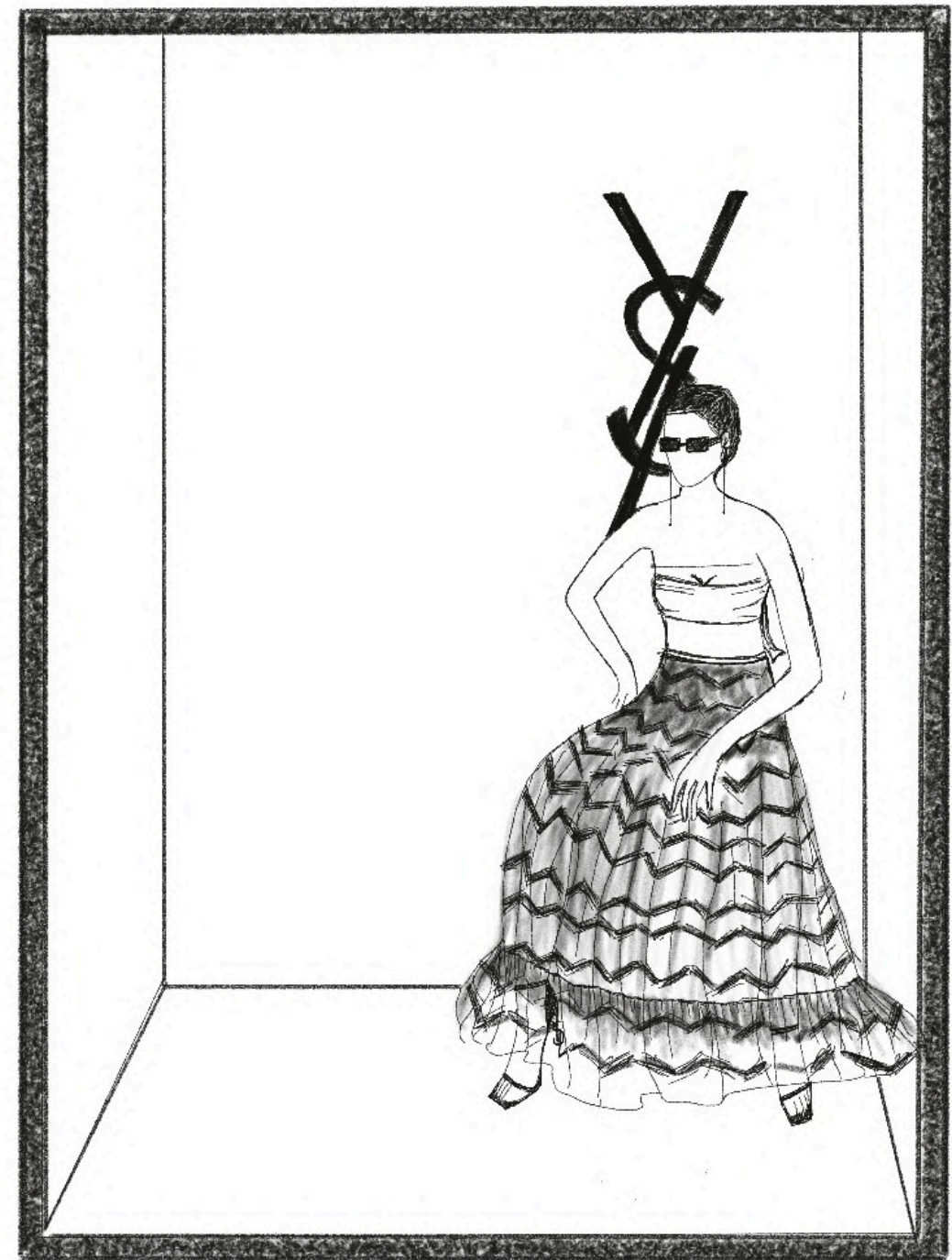
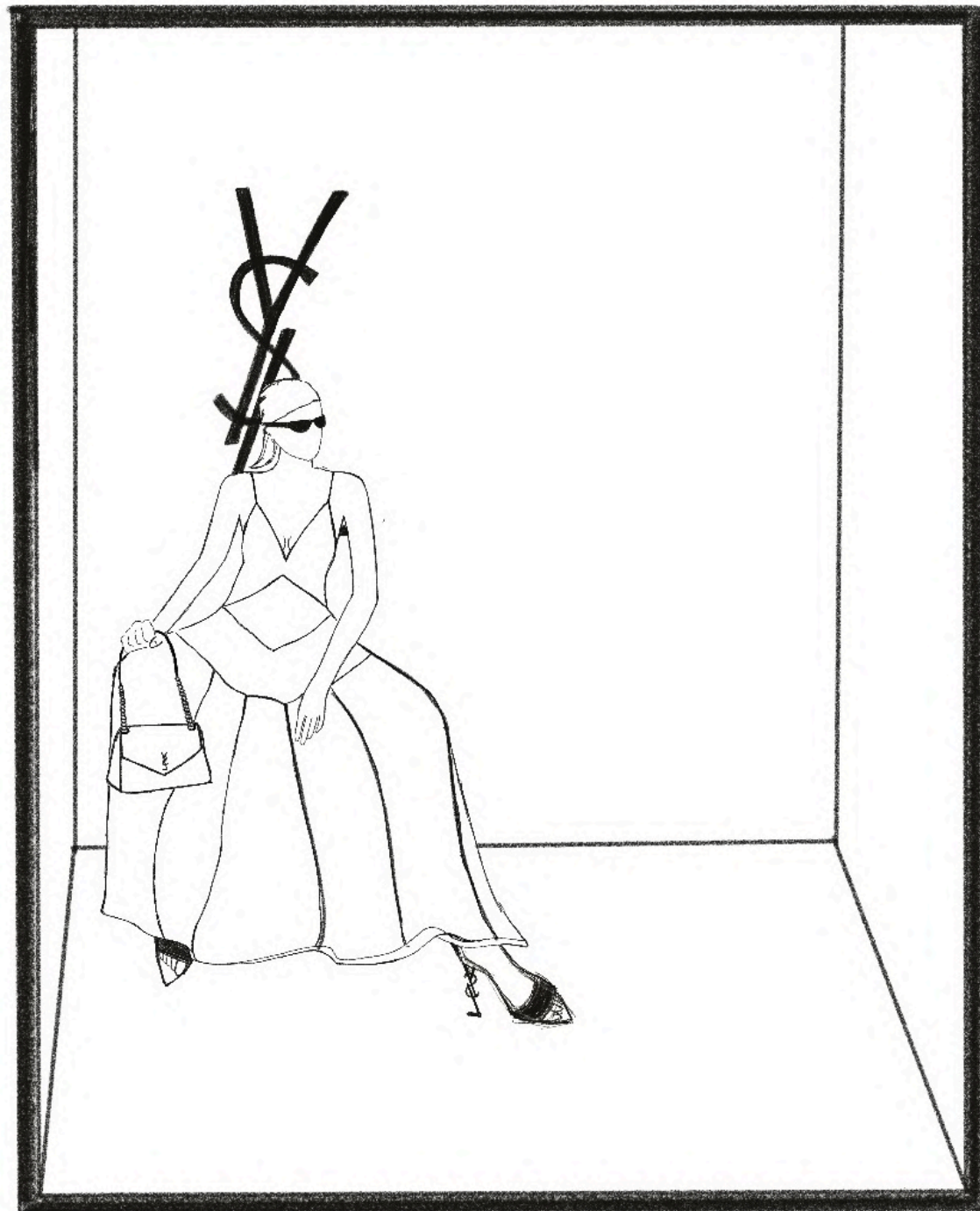
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**2**



# WINDOW 1 & WINDOW 2 SKETCHES

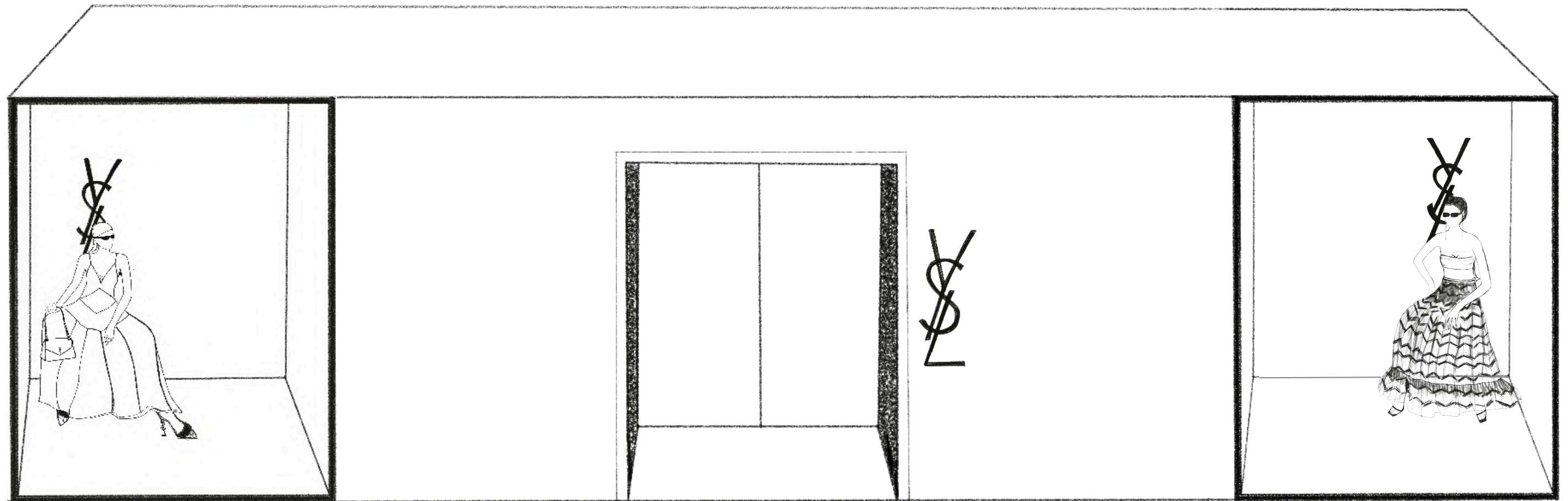
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# APPEARANCE OF THE FACADE

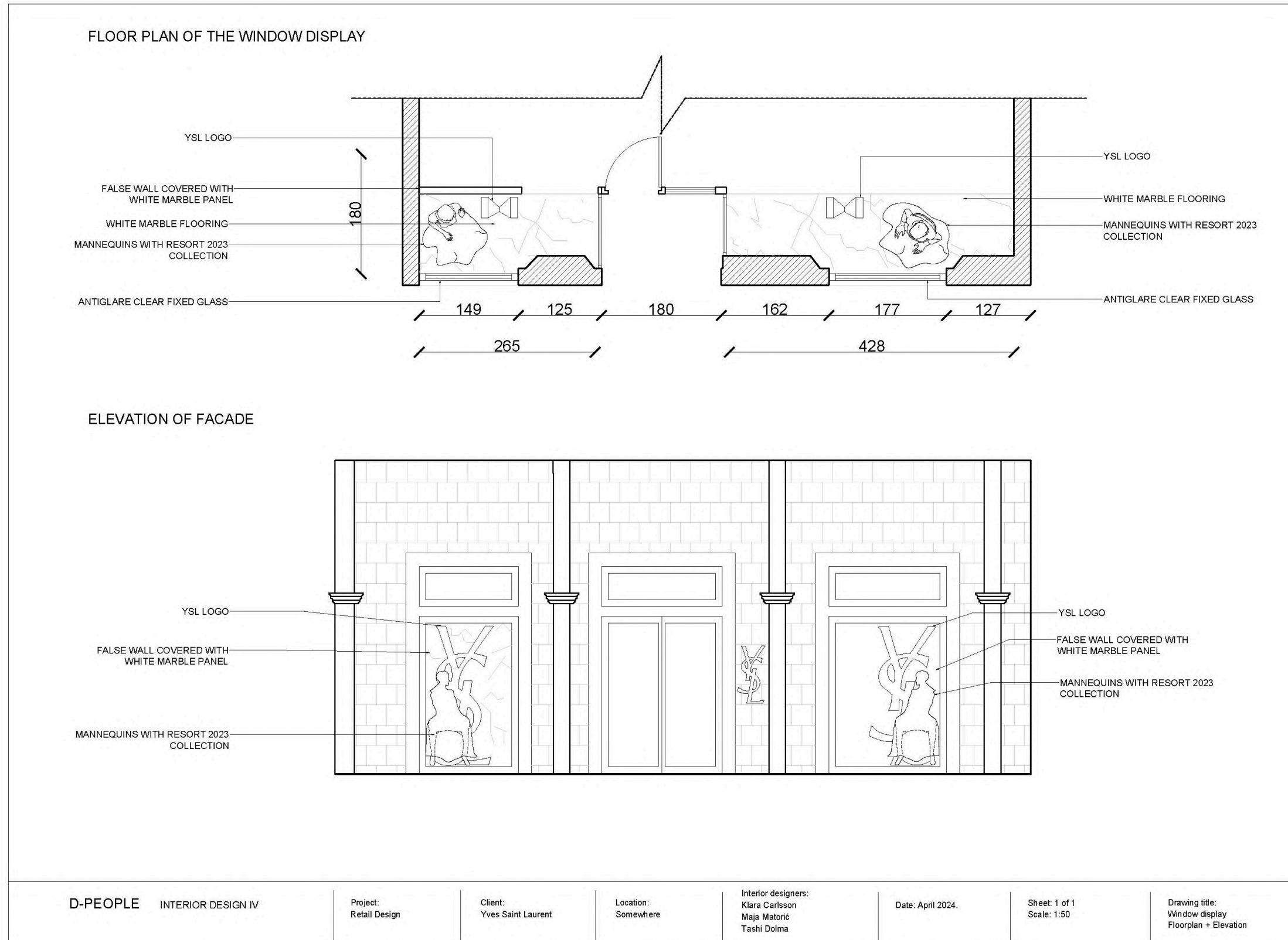
## SKETCH

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# WINDOW DISPLAY

## FLOOR PLAN + ELEVATION



# WINDOW DISPLAY

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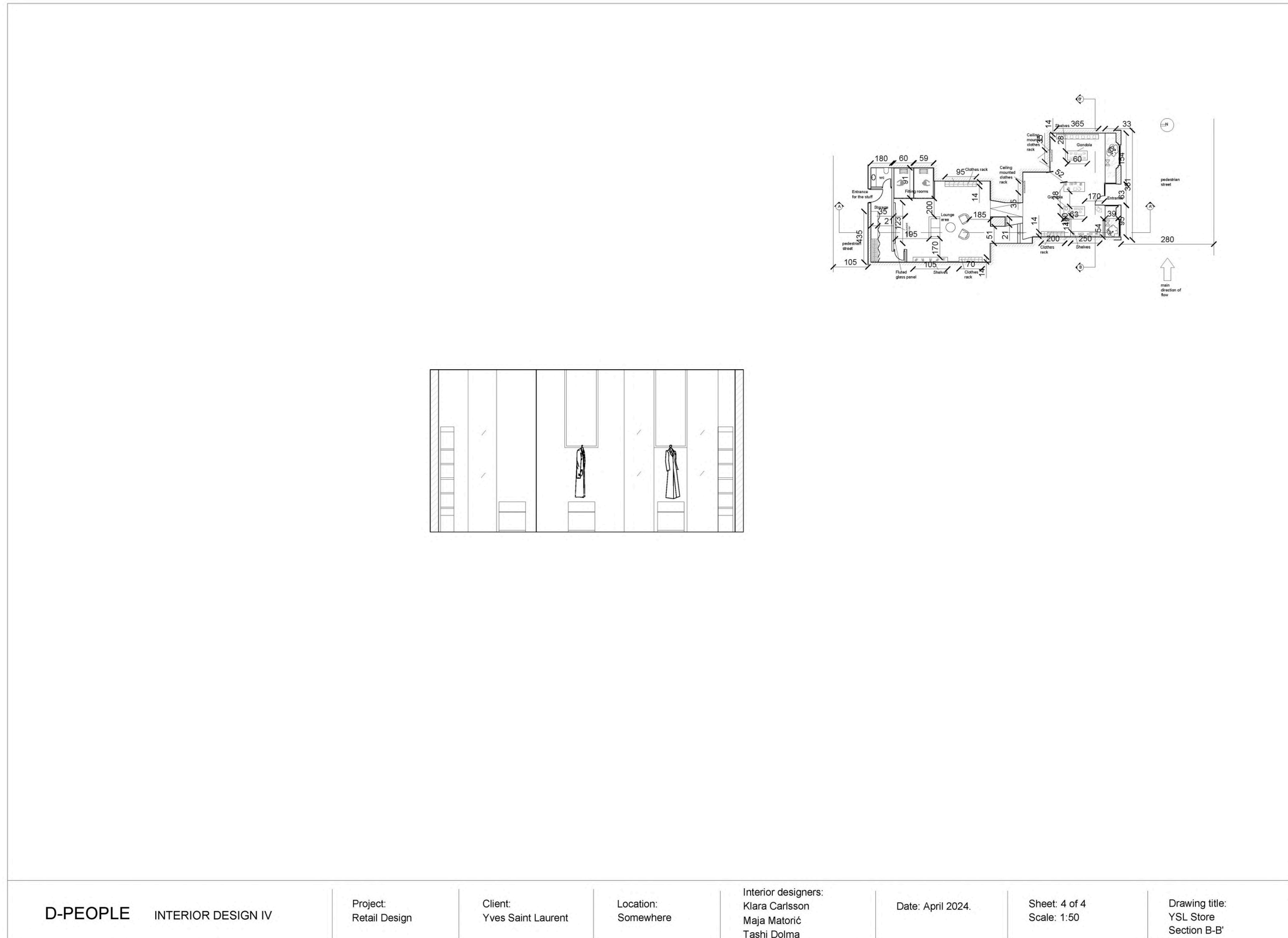


**CONCEPT  
BOARD**





# SECTION B-B'



D-PEOPLE INTERIOR DESIGN IV

Project:  
Retail Design

Client:  
Yves Saint Laurent

Location:  
Somewhere

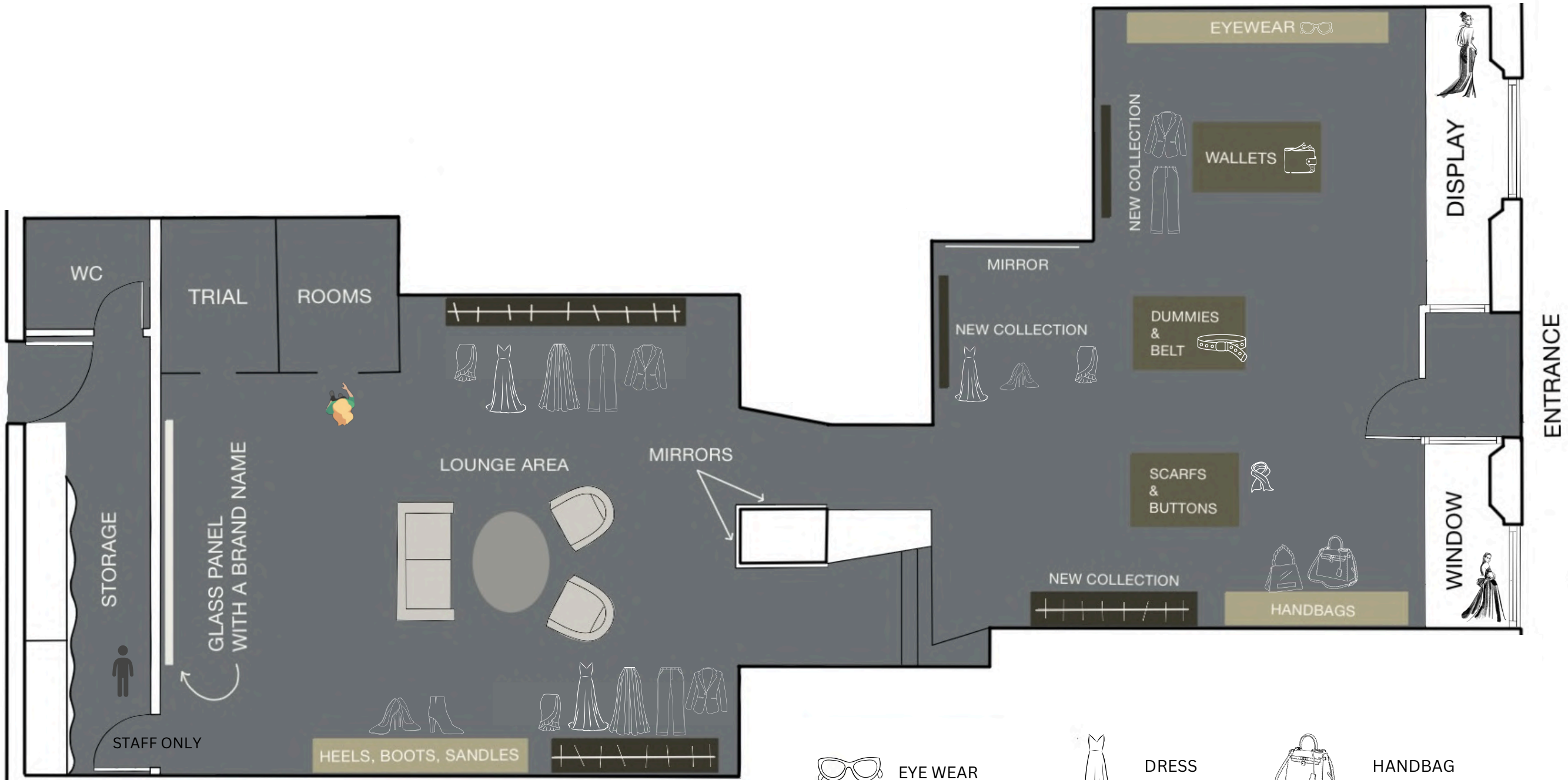
Interior designers:  
Klara Carlsson  
Maja Matorić  
Tashi Dolma

Date: April 2024.

Sheet: 4 of 4  
Scale: 1:50

Drawing title:  
YSL Store  
Section B-B'

# ADJACENCIES



 EYE WEAR

 HEELS

 BOOTS

 SKIRT

 DRESS

 BLAZER

 BELT

 MANEQUINE

 HANDBAG

 WALLET

 SCARF

# P L A T I N U M   Z O N E



G O L D Z O N E





# B R O N Z E Z O N E



# B R O N Z E Z O N E



# RENDERS

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# RENDERS

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# RENDERS

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# RENDERS

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**THANK YOU!**

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